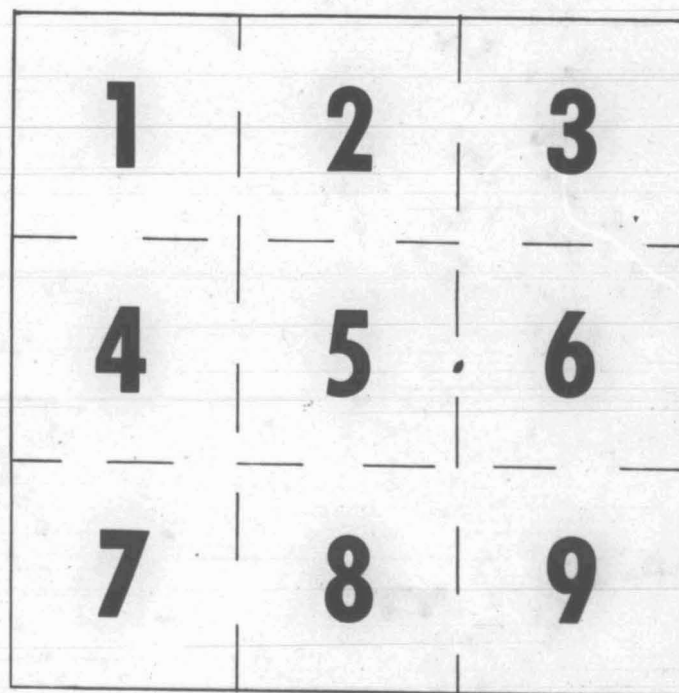
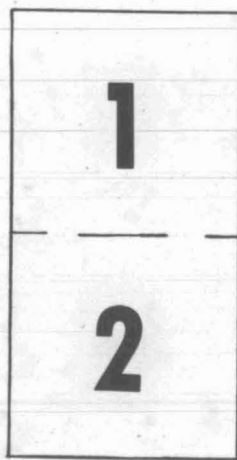
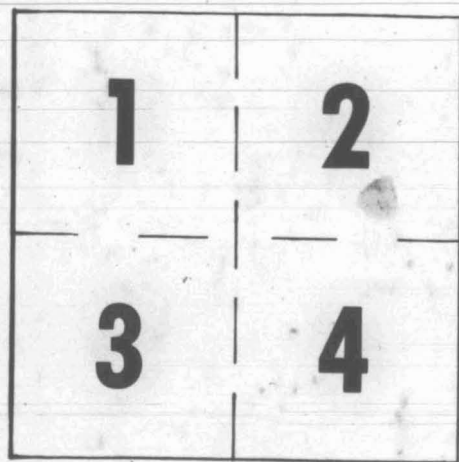


Maps on this order too large to be entirely included in one exposure are filmed clockwise beginning in the upper left hand corner, left to right and top to bottom as many frames as required. The following diagrams illustrate the method:





©CIL 19970 ✓

MAR -5 1924 ✓

THE NEXT CORNER ✓

Photoplay in seven reels ✓

from the novel and play of Kate Jordan ✓

Directed by Sam Wood, ✓

Author of the photoplay (under section 62)

Famous Players Lasky Corporation of the U.S.



"The Next Corner" is 7 reels—7081 feet long

# PRESS

PARAMOUNT

Adolph Zukor and Jesse L. Lasky present  
A SAM WOOD Production  
"THE NEXT CORNER"  
with Conway Tearle, Lon Chaney, Dorothy Mackaill,  
Ricardo Cortez and Louise Dresser  
From the novel and play by Kate Jordan  
Written for the screen by Monte Katterjohn  
A Paramount Picture

PURPOSE: To Help You Sell the Picture to the Public.

## Paramount Offers in "The Next Corner" Containing Every Possible Element

### A Few Ideas For Your Exploitation

If ever there was a picture that could be played up from every angle, this is it.

Take the title for example—what doesn't it suggest in the line of teasers? In prevolsteadean days there was a saloon on the next corner. Today what is there—a drug store or ice cream parlor. Here's the idea: Stick a placard on a telegraph pole, the side of a house, any place, in fact—"Drop in at.....'s on 'The Next Corner'." We treat you right. Then see the Paramount picture at the.....Theatre."

Here's a safety first idea: "'The Next Corner' is a dangerous crossing—Careful!" This might be painted in white letters on the sidewalk.

Then there's a tie-up with the bookstores. The New York publishing firm of A. L. Burt is getting out a motion picture edition of the Kate Jordan novel. The vari-colored jacket ties up great with the production. Hop onto this, it's a good bet.

Lon Chaney in a tuxedo. Not many picture patrons, if any, have seen this greatest of all character actors "as is", without any makeup at all. Get hold of several straight photos of the featured player and display them prominently with the caption, "Guess who this is", followed by an announcement of his appearance at your Theatre next.....in "The Next Corner."

You never saw so many beautiful gowns in one picture in your life—it's a story of Paris and Parisian high society, you know. Ever hear of a material known as spun glass velvet—a rare lanvin green color—a material with the qualities of velvet and weighing no more than silk? Dorothy Mackaill wears such a gown in the picture—and this is but one of the many gorgeous creations. All you have to do is mention a tie-up to your local modistes and they'll be right with you.

This Will Attract Them

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### Theatre

SAM WOOD'S

Paramount Picture of every young wife's love problem

with

Conway Tearle, Lon Chaney and Dorothy Mackaill

CORNER

Send These Through the Mail

(Letter)

Dear Miss Apperson:

Alone during a severe storm in the mountain home a handsome young Spanish grandee—a notorious heart-breaker, infatuated with the young Don and with her husband miles away—he would never learn of her little escapade.

It's a gripping situation you can't afford to miss.

HERE is a sure money-maker. All Sam Wood productions are money-makers. Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez, Louise Dresser—the box-office?

"The Next Corner" is known to hundreds of thousands of people through its public stage as a.....

The women will be crazy about this picture.

It's the story of a flyer in forbidden love by a young married woman. And it's.....

The romantic settings are Paris, the mountains of Spain and South America. The Spanish. It's a production of amazing contrasts.

## The Answer to the Marriage C



DOROTHY MACKAILL AS THE WIFE

THE daring story of a wife who played with fire and was caught in the flames. A thrilling sensation of surprises, building to an astounding climax.

CONWAY TEARLE AS THE HUSBAND

ADOLPH ZUKOR AND JESSE LASKY PRESENT A SAM WOOD PRODUCTION

## "THE NEXT CORNER"



Conway Tearle  
Lon Chaney  
Dorothy Mackaill  
Ricardo Cortez  
Louise Dresser  
A Paramount Picture



From Kate Jordan's popular novel and play - - - - -

Written for the

Four-column Newspaper Advertisement 4A

(Mats Only)

## Nut-Shell Facts Concerning the



PARAMOUNT

Advertisements page 2—Press Material page 3

# SHEET

Adolph Zukor and Jesse L. Lasky present  
A SAM WOOD Production  
Kate Jordan's  
"THE NEXT CORNER"  
with Conway Tearle, Lon Chaney, Dorothy Mackaill,  
Ricardo Cortez and Louise Dresser  
From the novel and play by Kate Jordan  
Written for the screen by Monte Katterjohn  
A Paramount Picture

PURPOSE: To Help You Sell the Picture to the Public.

## "The Next Corner" a Big Picture by Possible Element of Box-Office Appeal

maker. All Sam Wood productions are money-makers.  
Chaney, Dorothy Mackaill, Ricardo Cortez, Louise Dresser—do they mean anything at  
known to hundreds of thousands of readers through its publication in a woman's magazine  
a novel and its production  
crazy about this picture.  
er in forbidden love by a young married woman. And it's censor-proof.  
s are Paris, the mountains of Spain and South America. The characters are American and  
n of amazing contrasts.

### How Is This For A Cast and Story?

ROBERT Maury, an American engineer, and his young wife, Elsie, are honeymooning in Paris. It is Carnival night, and even the gallant young Spanish grandee, Don Arturo, is seeking new adventures in the city's streets, accompanied by Juan Serafin, steward of the young nobleman's impoverished estates.

Don Arturo rescues Elsie from the attentions of Jacques, a burly young laborer, and returns her to her husband. They are introduced, and Serafin, who is momentarily forgotten, looks toward Elsie with worshipful adoration, realizing Don Arturo's interest and what it will lead to—what it always leads to.

A land deal in the Argentine necessitates Robert's immediate departure. Elsie, captivated with Paris, remains behind with her mother. Don Arturo is delighted with this turn of events and, to further his friendship with the girl, introduces her to Countess Longueval, leader of the smart Parisian set.

Paula Vrain, an American in Paris, feels, with the arrival of Elsie, that she has completely lost Don Arturo. She has a plan to take the girl under her wing, make her the most sought after woman in Paris, and then keep Don Arturo away from her. But Elsie is completely under his magic spell. He urges her to come to him, and she tells him she will give her answer at the Countess Longueval's tea the following day.

Maury returns from South America and is stunned at the change in Elsie. He breaks the tension by urging her to go to a house party at El Miradero, Don Arturo's hunting lodge in the Pyrenees, an invitation extended by Mrs. Vrain.

Elsie arrives at El Miradero accompanied by Serafin who explains that Paula is already at the lodge. She is welcomed by Arturo and is dismayed

### Answer to the Marriage Question



DOROTHY  
MACKAILL  
AS THE  
WIFE

THE daring story of a youthful wife who played with fire and was caught in the flames.  
A thrilling story of sensational surprises, building to an astounding climax.



CONWAY  
TEARLE  
AS THE  
HUSBAND

SAM WOOD PRODUCTION

KATE JORDAN'S

## "THE NEXT CORNER"



Conway Tearle  
Lon Chaney  
Dorothy Mackaill  
Ricardo Cortez  
Louise Dresser

A Paramount  
Picture



Written for the screen by Monte Katterjohn

### Cast

Robert Maury ..... Conway Tearle  
Juan Serafin ..... Lon Chaney  
Elsie Maury ..... Dorothy Mackaill  
Don Arturo ..... Ricardo Cortez  
Nina Race, Elsie's mother ..... Louise Dresser  
Countess Longueval ..... Remea Radzina  
Paula Vrain ..... Dorothy Cumming  
Julie, Elsie's maid ..... Mrs. Bertha Feducha  
The Stranger ..... Bernard Seigle

that Mrs. Vrain is not there. Arturo, however, assures her that the latter is merely delayed.

A terrific storm breaks out, and Elsie feels a sense of peril. Arturo is furious because Paula has tricked him. Elsie does not blame him but the storm prevents her departure. She is in despair when Arturo draws her into his arms and makes love to her with masterful triumph. The girl becomes alive to her conscience and obligation to her husband and distresses Arturo by writing a letter



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Here's a safety first idea: "The Next Corner" is a dangerous crossing—Careful!" This might be painted in white letters on the sidewalk.

Then there's a tie-up with the bookstores. The New York publishing firm of A. L. Burt is getting out a motion picture edition of the Kate Jordan novel. The vari-colored jacket ties up great with the production. Hop onto this, it's a good bet.

Lon Chaney in a tuxedo. Not many picture patrons, if any, have seen this greatest of all character actors "as is", without any makeup at all. Get hold of several straight photos of the featured player and display them prominently with the caption, "Guess who this is", followed by an announcement of his appearance at your Theatre next.....in "The Next Corner."

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## Theatre

SAM WOOD'S

Paramount Picture of every  
young wife's love problem

with

Conway Tearle, Lon Chaney and  
Dorothy Mackaill

CORNER

Send These Through the Mail

(Letter)

Dear Miss Apperson:

Alone during a severe storm in the mountain home a handsome young Spanish grandee—a notorious heart-breaker, infatuated with the young Don and with her husband miles away—he would never learn of her little escapade.

It's a gripping situation you can't afford to miss. See it in "The Next Corner," a Sam Wood Paramount production coming to the ..... Theatre next ..... Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser are featured.

It's a dramatic story of the problems of young married life. You'll enjoy it.

Sincerely, .....Managers.

(Postcard)

Dear Miss Apperson:

Kate Jordan wrote it; Paramount produced it; Sam Wood directed and Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser are the featured players—"The Next Corner," opening a.....days' run at the..... Theatre on..... It's a true-to-life love melodrama.

May we expect you?

Sincerely,

.....Managers.

## Some Peppy Catch-lines

Watch your step, young lady. There's danger ahead at "The Next Corner."

It's the retired miss that needs the watching when she finally does kick over the traces—still water, you know—

A handsome young Spanish grandee making eyes at her—his castle back in the hills—days of absolute forgetfulness—but the laws of propriety forbid.

"My daughter has been in her grave a month now—with her baby"—an accusing finger extended—a muffled report—a sickening thud—then—?

Don't stop until you come to "The Next Corner."

She's waiting at "The Next Corner."

# The Answer to the Marriage



DOROTHY  
MACKAILL  
AS THE  
WIFE

THE daring story of a youthful wife who played with fire and was caught in the flames. A sensational building to an astounding climax.

CONWAY  
TEARLE  
AS THE  
HUSBAND

ADOLPH ZUKOR AND  
JESSE L. LASKY PRESENT A

SAM WOOD PRODUCTION

# "THE NEXT CORNER"



Conway Tearle  
Lon Chaney  
Dorothy Mackaill  
Ricardo Cortez  
Louise Dresser

A Paramount  
Picture



From Kate Jordan's popular novel and play

Written for the

Four-column Newspaper Advertisement 4A

(Mats Only)

## Nut-Shell Facts Concerning the

### Featured Players—

Conway Tearle of "The Rustle of Silk" and "Ashes of Vengeance;" Lon Chaney, recently seen in the title role of "The Hunchback of Notre Dame;" Dorothy Mackaill, former Follies beauty who played with Richard Barthelmess in "The Fighting Blade," was also in "His Children's Children," directed by Sam Wood; Ricardo Cortez, handsome young Spanish leading man who played prominent roles in "Children of the Night," "The French Boy," "The Canyon," in stage, and "To the Ladies," recently seen in James Cruze's "To the Ladies." What a cast! And that's only half of it.

### Producer—

Sam Wood, whose every production has reaped a harvest at the box-office. No picture ever enjoyed greater popularity than "Prodigal Daughters," "Bluebeard's Eighth Wife" and "His Children's Children," all directed by Mr. Wood.

### Author—

Kate Jordan, known to women the nation over. Pick up practically any women's magazine and see what she has done. "The Next Corner" has appeared with unusual success as both a novel and a play. It is a story of a young wife's problems—every young wife's problems.

### Scenarist—

Monte M. Katterjohn—in whose adaptation there are presented many dramatic episodes—really big scenes that have seldom been attempted in modern photo-dramas.

### Cameraman—

Alfred Gilks who shot most of Director Wood's previous productions, "Prodigal Daughters" and "His Children's Children" among them.

### Supporting Cast—

Remea Radzina, a Russian beauty and a newcomer in

pictures, and Dorothy Cumming, prominent supporting players.

### The Plot—

Elsie is the wife of Roberto. His profession forces him to leave the Argentine, she, in Paris, meets a handsome Spanish nobleman, Arturo. She is alone with Don Arturo, infatuated, reckless and does not bid her write a confession of her love. But Arturo reads the letter and its being mailed.

Elsie is about to yield to him, confronted by a man whose daughter she has killed. The peasant kills Arturo. Elsie goes back to her husband, but Elsie lives in daily fear that Serafin, Don Arturo's foster brother, because he believes her to be the daughter of the man who killed Arturo, whom he loved. He demands her hands, but it contains only a confession by Arturo.

Elsie confesses everything to Arturo.

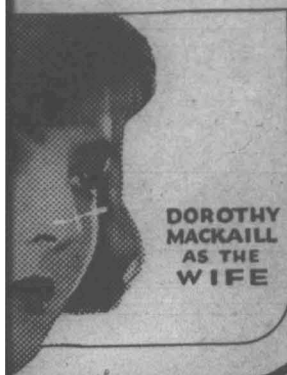
### Big Scenes—

Carnival night in Paris—witnessing the transformation of a romantic Spain and the picture of a society with its beautiful women. The transformation of Elsie Maurer into a painted sophisticate. Arturo's passionate love making—these and a hundred more.

You can't realize just how big it is until you see it. Take our word for it.



# Answer to the Marriage Question



DOROTHY  
MACKAILL  
AS THE  
WIFE

THE daring story of a youthful wife who played with fire and was caught in the flames. A most sensational surprises, building to an astounding climax.



CONWAY  
TEARLE  
AS THE  
HUSBAND

M. WOOD PRODUCTION

KATE JORDAN'S

## THE NEXT CORNER



Conway Tearle  
Lon Chaney  
Dorothy Mackaill  
Ricardo Cortez  
Louise Dresser  
A Paramount Picture



Popular novel and play

Written for the screen by Monte Katterjohn

Four-column Newspaper Advertisement 4A

(Mats Only)

## Facts Concerning the Production

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Russian beauty and a newcomer in

pictures, and Dorothy Cumming head the cast of equally prominent supporting players.

### The Plot—

Elsie is the wife of Robert Maury, a mining engineer. His profession forces him to leave her much. With him in the Argentine, she, in Paris, joins a wild set and falls for a handsome Spanish nobleman, Don Arturo. He invites her to his home. She is alone with Don Arturo. But she is in love with him. She is infatuated, reckless and does not care. But her conscience bids her write a confession of her new love to her husband. But Arturo reads the letter and, unknown to the girl, prevents its being mailed.

Elsie is about to yield to him when they are suddenly confronted by a man whose daughter Don Arturo has betrayed. The peasant kills Arturo. Elsie flees. Realizing her folly she goes back to her husband, confessing all to her mother. Elsie lives in daily fear that the ruinous letter will come. Serafin, Don Arturo's foster brother and major domo, hates her because he believes her the cause of the death of Don Arturo, whom he loved. He delivers the letter into her husband's hands, but it contains only two blank sheets substituted by Arturo.

Elsie confesses everything to her husband and is forgiven.

### Big Scenes—

Carnival night in Paris—what scenes of wild celebration! romantic Spain and the picturesque Argentine; Parisian society with its beautiful women and gowns—gowns that your patrons will talk about for weeks afterwards; the amazing transformation of Elsie Maury from a demure, sweet home girl into a painted sophisticated woman of the world; Don Arturo's passionate love making in the seclusion of his castle—these and a hundred more.

You can't realize just how big "The Next Corner" really is until you see it. Take our word for it—we've seen it.

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Elsie arrives at El Miradero accompanied by Serafin who explains that Paula is already at the lodge. She is welcomed by Arturo and is dismayed

### Cast

Robert Maury ..... Conway Tearle  
Juan Serafin ..... Lon Chaney  
Elsie Maury ..... Dorothy Mackaill  
Don Arturo ..... Ricardo Cortez  
Nina Race, Elsie's mother ..... Louise Dresser  
Countess Longueval ..... Remea Radzina  
Paula Vrain ..... Dorothy Cumming  
Julie, Elsie's maid ..... Mrs. Bertha Feducha  
The Stranger ..... Bernard Seigle

that Mrs. Vrain is not there. Arturo, however, assures her that the latter is merely delayed.

A terrific storm breaks out, and Elsie feels a sense of peril. Arturo is furious because Paula has tricked him. Elsie does not blame him but the storm prevents her departure. She is in despair when Arturo draws her into his arms and makes love to her with masterful triumph. The girl becomes alive to her conscience and obligation to her husband and distresses Arturo by writing a letter to Robert telling him that she loves Arturo. Don Arturo, however, substitutes two blank pages, giving the envelope to Serafin to mail and burning the confession with some old love letters.

As they are talking, a stranger enters. He steps toward Arturo and says in a vehement, accusing manner, "My daughter has been in her grave a month now, with her child." Elsie looks at the two men, appalled—she understands. The stranger shoots Don Arturo.

Back in Paris, Elsie relates to her mother the truth of the events at El Miradero—they must intercept the letter of confession to Robert. Her husband, returning from London, is delighted in the great change in Elsie. At this time, Serafin, believing love for Elsie was the direct cause of his beloved master's death, arrives with the letter. It had never left his possession since given him to post. Robert enters and Serafin hands him the envelope and leaves. He is found later, shot, clutching Elsie's handkerchief.

Elsie is now thoroughly contrite and, realizing her foolishness, confesses to Robert. She insists he open the letter. He does so, only to find the blank sheets. It is then that Elsie realizes her letter was burned with Don Arturo's old love letters. Robert takes her into his arms, and when she asks if he can forgive her, he answers: "Like the letter that tortured you, it never was anything at all."

## What They've Done Before

Conway Tearle—"Ashes of Vengeance" and "The Rustle of Silk."

Lon Chaney—"The Hunchback of Notre Dame."

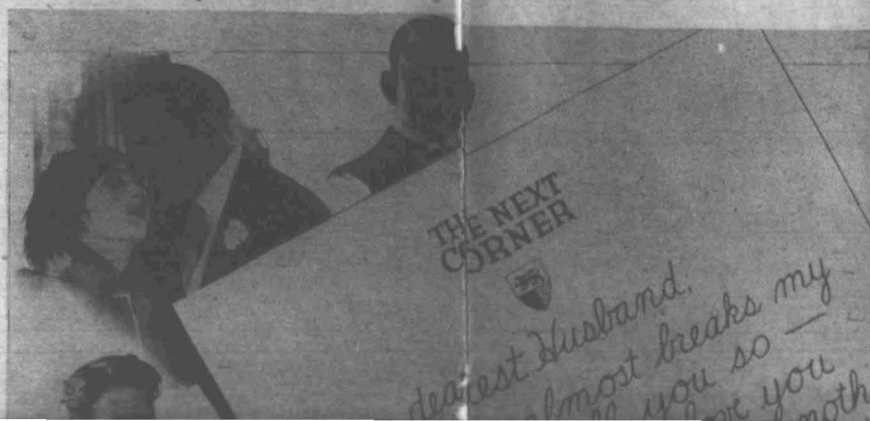
Dorothy Mackaill—"The Fighting Blade," "His Children's Children."

Ricardo Cortez—"Children of Jazz," "The Call of the Canyon."

Louise Dresser—"Salomy Jane," "Ruggles of Red Gap," "To the Ladies."

Dorothy Cumming—"Don't Tell Everything," "The Cheat."







## "The Next Corner"

# IT GOES WRONG WITH THIS MATERIAL

DISTRIBUTORS: Your Paramount exchange has mats of all the ads illustrated in this Press  
Also cuts of one, two and two-column supplementary ads. Price list on Page 4.



## It Might Happen to You!

PRESENTED BY  
ADOLPH ZUKOR AND  
JESSE L. LASKY



WITH  
**CONWAY TEARLE**  
**LON CHANEY**  
**DOROTHY MACKAIL**  
**RICARDO CORTEZ**  
**LOUISE DRESSER**  
*A Paramount Picture*



Conway Tearle in the  
Paramount Picture "The Next Corner"  
A Sam Wood Production  
Production Mat 1PA

## THEATRE

ADOLPH ZUKOR AND  
JESSE L. LASKY  
PRESENT A **SAM WOOD** PRODUCTION  
KATE JORDAN'S



WITH  
**CONWAY TEARLE**  
**LON CHANEY**  
**DOROTHY MACKAIL**  
**RICARDO CORTEZ**  
**LOUISE DRESSER**

**THE  
NEXT  
CORNER**



Dorothy Mackail  
in the Paramount Picture  
"The Next Corner"  
A Sam Wood Production  
Production Mat 1PB

**KATE JORDAN'S**  
punch-filled drama  
of a wife's false step  
and a husband's faith.  
Played by a remark-  
able cast. Splendidly  
produced.

From the novel and play by  
Kate Jordan—Adapted by Monte  
Katterjohn.

One-column Press Ad 1A

In ordering ads and pro-  
duction scenes, mention the  
numbers.

# A SAM WOOD PRODUCTION KATE JORDAN'S "THE NEXT CORNER"

*My dear Husband—  
It almost breaks my  
heart to tell you so—  
but I do not love you  
longer. I love another  
man. I am in his  
arms kissing  
him tonight*

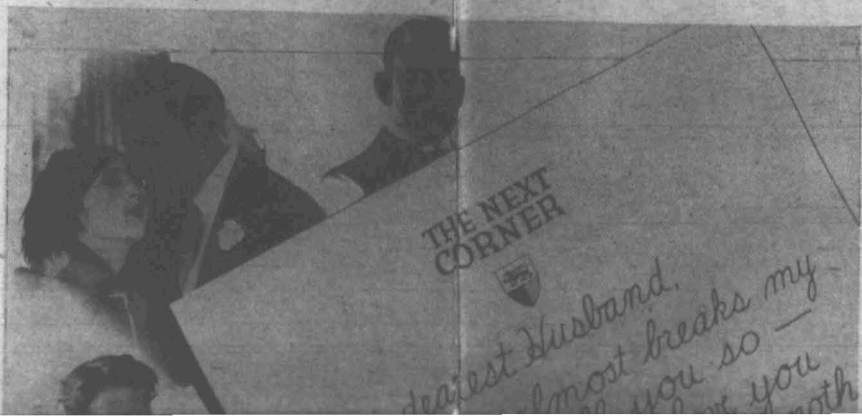
**A** RECKLESS young wife is trapped by a written confession of love for  
another man.

Her struggle to hide the truth from her husband is appealingly told  
against romantic settings of Paris, Spain and South America.

The cast is one of the best seen in a long, long time.

Three-column Newspaper Advertisement 3A (Mats only)

## This Herald is a Sure Bet!



## Ad or Program Paragraphs

The all-absorbing drama of a restless, reckless wife who takes a  
flyer in forbidden love and is trapped by her own folly.

See how she frees herself and finds real happiness at last.

Turn to the right and linger awhile at "The Next Corner"—  
dramatic entertainment without a weakness.

Husbands!—

Watch your wife or you may lose her at "The Next Corner."  
For proof see this picture of a man who did—and didn't know  
it!

Kate Jordan's popular story of a trusting husband, a restless  
wife, a fascinating "other man," and a love letter which involved  
them all in a rapid-fire series of exciting, dramatic incidents.

A picture that puts a brand new angle on the "eternal triangle."



National Screen Service, Inc., with offices at 126 West 46th Street, New York, and 845 South Wabash Avenue, Chicago, furnishes good trailers on all Paramount pictures.

On all releases National Screen Service has a Service Trailer consisting of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

On certain special productions National Screen Service has a DeLuxe Trailer consisting of beautiful art titles and 200 feet of scenes. This is in every respect a quality article worthy of the production it advertises. DeLuxe Trailers cost \$15.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25.00 monthly.

The following Paramount exchanges have these trailers in stock: Salt Lake City, Denver, Seattle, Portland, Oregon; Atlanta, New Orleans, Charlotte, Dallas, Oklahoma City, Minneapolis, Des Moines, Omaha, and Sioux Falls.

Ask the booker at any of these exchanges.

Or order direct from the New York or Chicago offices of National Screen Service, Inc. (These is an N.S.S. office at 917 South Olive Street, Los Angeles, handling DeLuxe Trailers only.)

You can get an excellent Service Trailer on "The Next Corner"

WIRE OR WRITE—GIVING EXACT PLAY DATES.

## Punch after Punch!

A Paramount Picture



KATE JORDAN'S

# "THE NEXT CORNER"

WITH  
CONWAY TEARLE LON CHANEY  
DOROTHY MACKAILL  
RICARDO CORTEZ LOUISE DRESSER

THE love problem of a young married woman who was swept away by the glamorous love-making of a Spanish nobleman. Based on Kate Jordan's fascinating novel and play. Produced by the director of "Prodigal Daughters."

Two-column Press Advertisement 2A

A  
SAM WOOD  
PRODUCTION  
KATE JORDAN'S

# "THE NEXT CORNER"

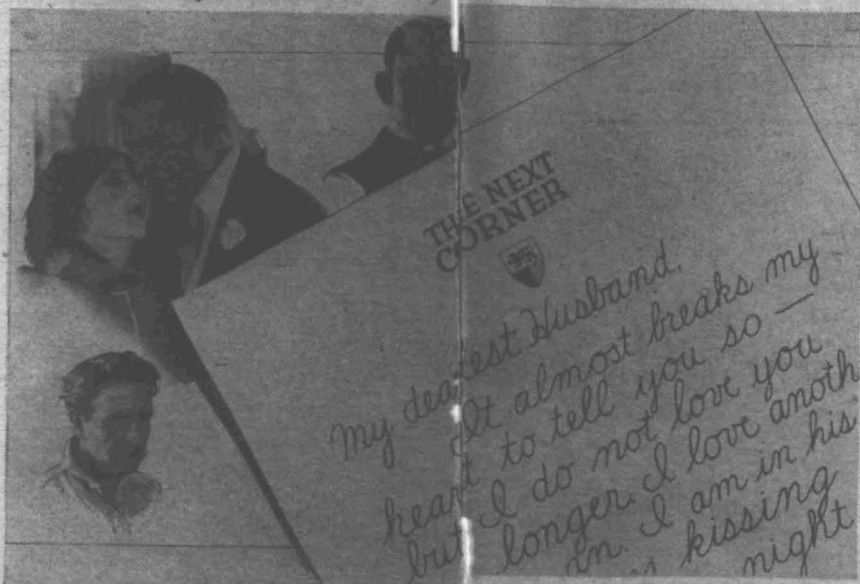
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The cast is one of the best seen in a long, long time.

Three-column Newspaper Advertisement 3A (Mats only)

## This Herald is a Sure Bet!



The above is a reproduction of a strikingly colored herald cover on this

At \$3.00 per thousand—less than cost—you're getting a piece of pure gold!

There'll  
be a  
crowd  
at

THE  
NEXT  
CORNER!

Better be there!

Teaser Ad

ELSIE—

I must  
see you  
tonight  
at the

NEXT  
CORNER!

"ART"

Teaser Ad

DANGER

Don't go a  
step further  
than

"THE  
NEXT  
CORNER!"

Teaser Ad

My dear Husband—  
It almost breaks my  
heart to tell you so  
but I do not love you  
longer. I love another  
man. I am in his  
arms kissing  
him.

My dearest Husband.  
It almost breaks my  
heart to tell you so—  
but I do not love you  
longer. I love another  
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A  
SAM WOOD  
PRODUCTION  
KATE JORDAN'S

# THE NEXT CORNER

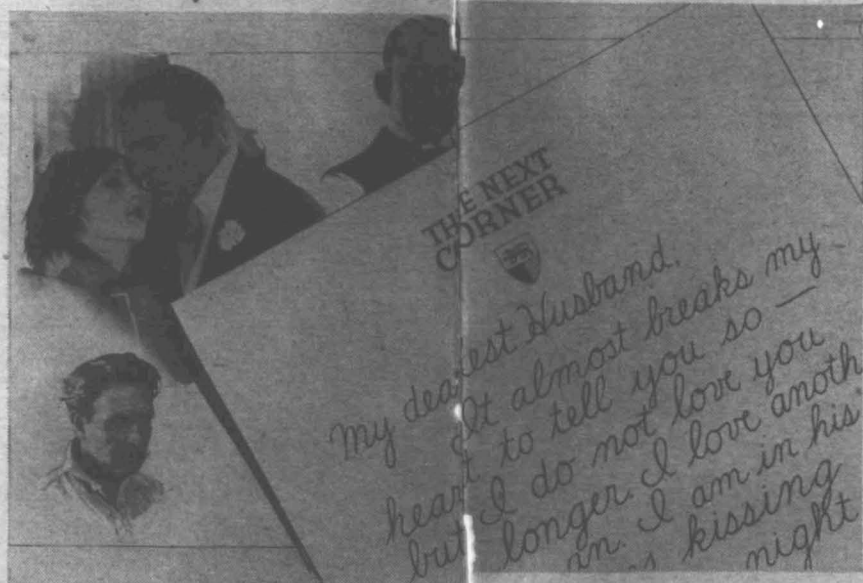
RECKLESS young wife is trapped by a written confession of love for another man.

Her struggle to hide the truth from her husband is appealingly told against romantic settings of Paris, Spain and South America.

The cast is one of the best seen in a long, long time.

Three-column Newspaper Advertisement 3A (Mats only)

## This Herald is a Sure Bet!



The above is a reproduction of a strikingly colored herald cover on this newspaper.

At \$3.00 per thousand—less than cost—you're getting a piece of pure gold!

THE  
NEXT  
CORNER!

er be there!

ELSIE—

I must  
see you  
tonight  
at the  
NEXT  
CORNER!  
"ART"

DANGER!

Don't go a  
step further  
than  
"THE  
NEXT  
CORNER!"

Teaser Ad

Teaser Ad

Teaser Ad

Production Mat 1PA



Dorothy Mackaill  
in the Paramount Picture  
"The Next Corner"  
A Sam Wood Production  
Production Mat 1PB



KATE JORDAN'S  
punch-filled drama  
of a wife's false step  
and a husband's faith.  
Played by a remark-  
able cast. Splendidly  
produced.

From the novel and play by  
Kate Jordan—Adapted by Monte  
Katterjohn.

One-column Press Ad 1A

In ordering ads and pro-  
duction scenes, mention the  
numbers.

## Ad or Program Paragraphs

The all-absorbing drama of a restless, reckless wife who takes a flyer in forbidden love and is trapped by her own folly.

See how she frees herself and finds real happiness at last.

Turn to the right and linger awhile at "The Next Corner"—dramatic entertainment without a weakness.

Husbands!—

Watch your wife or you may lose her at "The Next Corner."

For proof see this picture of a man who did—and didn't know it!

Kate Jordan's popular story of a trusting husband, a restless wife, a fascinating "other man," and a love letter which involved them all in a rapid-fire series of exciting, dramatic incidents.

A picture that puts a brand new angle on the "eternal triangle."

All signs point to "The Next Corner" for a sparkling, stirring drama of swift surprises.

Wives! Never put it in writing. See "The Next Corner."

## A Corner in Thrills!



A SAM WOOD  
PRODUCTION  
KATE JORDAN'S

WITH  
Conway Tearle, Lon Chaney,  
Dorothy Mackaill, Ricardo Cortez  
and Louise Dresser

"THE NEXT  
CORNER"  
A Paramount Picture

THE story of a youthful wife  
who couldn't discern between  
real and artificial love. And paid  
in heartache and remorse to learn.  
It's a big theme, powerfully told.

REST  
-of-  
BILL

From the novel and play by Kate Jordan  
Written for the screen by Monte Katterjohn

Two-column Supplementary Press Ad 2AS





# Great Cast and Story with Universal Make "The Next Corner" One of

## A Few Features On the Players

THE following are a few feature stories about the principal players in "The Next Corner." Every fan is anxious to know what his or her favorite is doing—what they will soon be seen in, etc. These personality stories will prove good publicity.

### Dorothy Mackaill Has Realized an Ambition

One of the most cherished ambitions of Dorothy Mackaill's life has just been realized. She knows now what a ranch looks like after having paid a visit to the one owned by the Famous Players-Lasky Corporation, nestling in the mountains back of Hollywood.

Also it was the first time she ever worked "on location." The occasion offered, when she accompanied other players in the current Sam Wood production for Paramount, "The Next Corner," to the Lasky ranch.

Though she has the leading feminine role in the photoplay, she was not required to appear in the episodes filmed there, which gave her a chance to roam the ranch on horseback.

"I had a marvelous time," she bubbled upon her return to the studio. "It's the first time I ever rode a horse, and they all say I did fine. I've wanted to see a ranch ever since I came to this country, and now that I have seen one I hope some day to have one of the snug five or ten-acre places so numerous around Los Angeles, where I can have horses and keep cows and pigs and chickens."

"The Next Corner," which is an adaptation of the unusually successful novel of the same name by Kate Jordan, will be the feature on the bill at the ..... Theatre, opening on ..... for a run of ..... days. Conway Tearle, Lon Chaney, Ricardo Cortez, and Louise Dresser are also featured members of the cast.

### Lon Chaney Has Thrown His Make-Up Box Away

For nine years Lon Chaney has been adding to the marvelous collection of appliances he carries about in a box that has grown into a trunk.

Today for the first time since he entered pictures, he is playing a role, where he is just Lon Chaney and recognizable as such to all his friends. As "Serafin" in Sam Wood's latest production for Paramount, "The Next Corner," he has done nothing to his face except use the ordinary powder which is necessary for good photography and give a lengthening touch to the side whiskers. In this way he obtains the slight oddity which distinguishes the race in Northern Spain known as Basques.

Featured with Mr. Chaney in "The Next Corner," which is due at the ..... Theatre next ..... are Conway Tearle, Dorothy Mackaill, Ricardo Cortez and Louise Dresser.

### Louise Dresser Believes She'll Never Get a Rest

Louise Dresser has managed to keep on the hop pretty much of the time at the Paramount West Coast studios these days.

Miss Dresser but a short time ago appeared in Bret Harte's immortal story, "Salomy Jane." This was followed by James Cruze's "Ruggles of Red Gap." Then came another James Cruze production, "To the Ladies," in which she was featured with Ed

## It's Always Dangerous To Put Things Down on Paper

BE careful what you write on paper. It may get you into a lot of trouble," says Dorothy Mackaill.

Featured in Sam Wood's latest production for Paramount, "The Next Corner," Dorothy Mackaill writes a letter to her husband, in which she tells him that she is leaving him forever and intends to go with another man. Five minutes after the letter is started on its journey, the other man is killed.

"It is always a dangerous thing to put things down on paper," says the beautiful young English actress. "Words are fleeting things and soon fall silent but pen and ink are deadly things."

"Nearly all the agony suffered by the character I play in 'The Next Corner' is caused by the fact that somewhere in the mails is the letter which she wrote in a moment of passion. I have known many another woman, who bitterly regretted writing certain letters."

"My advice is never put it on paper. Cultivate the art of writing what are known as 'glittering generalities.' They will never get you into trouble, but just as surely as the sunrise, if you persist in committing serious things to paper, the most disastrous results will be reached."

The featured players in "The Next Corner," which was produced from the novel and play of the same name by Kate Jordan and which comes to the ..... Theatre for a ..... days' run next ..... are Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser. The story was written for the screen by Monte M. Katterjohn.

### The Cast of "The Next Corner" "Looks Like the Roll-Call for a Miniature Peace-Conference"

This, the comment of Jesse L. Lasky, first vice-president in charge of production of the Famous Players-Lasky Corp., was made as the casting director of the West Coast studio handed him for his O. K. the assignment of parts for Sam Wood's latest Paramount production, "The Next Corner," which opens a ..... days' run at the ..... Theatre next .....

In addition to the unusual number of nationalities represented in the cast, scenes in New York, England, France, Spain and the Argentine Republic, figure prominently in this adaptation of Kate Jordan's famous novel.

The United States is represented by Dorothy Mackaill, who, though British born, has decided upon the good old U. S. A. as the land of her adoption. Conway Tearle, Lon Chaney and Louise Dresser are also Americans. Ricardo Cortez, Spanish born, takes the role matching his own nationality, that of a young Spanish nobleman. All the aforementioned appear in featured roles in the production.

Australia is represented in the cast by Dorothy Cumming. She is seen as the erstwhile favorite of a Spanish nobleman, a beau of Paris, who uses her to hoodwink the fascinating American with whom he is madly in love.

A typically continental type is introduced in the picture in the person of Remea Radzina, who was born in Moscow, Russia. She is cast as a countess, whose chateau near the French capital is the scene of ultra-fashionable gatherings.

The cast, though exceptional, is only in keeping with the greatness of the production, which was adapted to the screen by Monte M. Katterjohn.

### Conway Tearle a Business Man; It Is Said That He Has Quite a "Rep" as a Realtor

Conway Tearle, contrary to the general opinion in which actor folk are held, is most methodical and in addition to this a very good business man.

Local real estate agents have been literally running him to death lately with offers for his property, and they will not take no for an answer. But the actor says he is going to hang on to the place and some time or other build an apartment on the site.

Mr. Tearle shares honors with Ricardo Cortez in the principal roles of the Sam Wood Paramount production, "The Next Corner," coming to the ..... Theatre for a run of ..... days on ..... next. Dorothy Mackaill, Lon Chaney and Louise Dresser are also featured members of the cast.

## BELIEVE IT OR NOT!

### Absence Does Not Make the Heart Grow Fonder

Absence does not make the heart grow fonder, according to Dorothy Mackaill, featured player with Conway Tearle, Lon Chaney, Ricardo Cortez and Louise Dresser in the Paramount picture, "The Next Corner," which is coming to the ..... Theatre on ..... next.

"Up to a certain point, that may be true," says the former musical comedy beauty, "but beyond a certain point absence makes the heart grow colder. The sound of the voice is forgotten, the features grow dim and the sense of intimacy fades. What was once a vital necessity becomes a memory. We make other friends and form other habits."

In "The Next Corner," Miss Mackaill plays the role of a wife, who is left for three years alone in Paris by her husband, who is engaged in engineering work in the Argentine. Gradually the memory of her husband fades and she forms another attachment. They correspond regularly but the excitement and diverse entertainments of Paris are more powerful than the letters and she unconsciously permits her husband's memory to pass out of her heart.

"I think that is a far more likely thing to happen than that she would grow to love him more," says Miss Mackaill. "I have read many books where such an absence tends to draw two people closer together, but it always seemed to me untrue to life."

"The Next Corner" is from the book and the play of the same

## A Trick On Make-Up

By Dorothy Mackaill

Every woman should know and practice the art of making up.

It is a fact that some women might deny—that every woman, consciously or not, knows something about the fundamentals of make-up and actually practices the art. She may never have had a grain of powder on her face but she makes up just the same.

Clothes are the essentials in proper make-up.

Secondary position, who exercises dress is conspicuously trying to secure for herself the best possible appearance. Women who use paint and powder also have the same end in view.

There is no excuse in this generation for women who do not make the most of their gifts. I have never yet seen a woman whose appearance was not improved in some way by the little harmless arts she practises.

In "The Next Corner," which comes to the ..... Theatre on ..... Miss Mackaill transforms herself from a young American girl, unadorned by paints or powders, into a woman of the ultra-fashionable Parisian type. It is said to be the most complete lesson in modern make-up which has ever been shown on the screen.

Featured with Miss Mackaill in the principal roles of this production are Conway Tearle, Lon Chaney, Ricardo Cortez and Louise Dresser.

### The World's Great Lovers All Tragic Characters

"The World's greatest lovers were all tragic characters," says Ricardo Cortez who plays the role of a romantic Spaniard in Sam Wood's latest Paramount production, "The Next Corner."

It is no trouble to hunt for examples, you find that the greater number of them are tragic. As from that would be in love.

Just for a few might mention Romeo and Juliet; Othello, a Moor; Cleopatra; Werther, a German; English poet; Burns; Cyrano de Bergerac; the hero, a Frenchman; the king of Spain whose conquest of his unhappy Arabs.

In "The Next Corner" the role of a Spaniard whose excessive loves eventually lead to his death.

Featured in the picture are Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser.

### Trust to Luck! Take Chance! Make a Gambler!

Trust to Luck! Take Chance! Make a Gambler! This, the advice of a daughter in the Sam Wood production of "The Next Corner," coming to the

## Hollywood Ruined

CREATED to be worst mount production, minutes life before it b

In "The Next Corner" Theatre on ..... Dorothy Mackaill alone in Paris for three in the Argentine, she band's return to Paris, man at his lodge in the she arrives, she finds t guest where she expect

She prepares to leave window to show that t tains prevents her return the window, ruining the Made of the new m

and weighs no

The featured player Chaney, Dorothy Mackaill

### You Say "Yes, My French

Butchers, bakers and Basque country.

According to Lon Chaney Wood's latest Paramount the Basque provinces y blood and to be equal i

"No matter how poor carries himself with the to that of Lucifer. The that they have always the throne swore to res At a time when the insti of the Basques were kep to hold any office so th nobility. At any rate it Basque provinces."

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Trained from Chaney found his easy facility of ge practice soon ma drama. In addition gesture, Chaney make-ups which millions who hav own features. Th his true self behi In "The Next



# Big Story with Universal Appeal "The Next Corner" One of Season's Best



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## Trust to Luck! Take a Chance! Be a Gambler!

Trust to Luck! Be a gambler!  
This, the advice a mother gives her  
daughter in the Sam Wood Para-  
mount production of "The Next Cor-

## Hollywood's Finest Gown Ruined in Five Minutes

CREATED to be worn by Dorothy Mackaill in Sam Wood's newest Para-  
mount production, "The Next Corner," the gown enjoyed just five  
minutes life before it became a wreck.

In "The Next Corner," opening a ..... day's run at the .....  
Theatre on ..... Dorothy Mackaill plays the role of a wife who has lived  
alone in Paris for three years. During her husband's necessary absence  
in the Argentine, she becomes interested in a Spaniard. Upon her hus-  
band's return to Paris, she accepts an invitation to visit the Spanish noble-  
man at his lodge in the Pyrenees before she parts with him forever. When  
she arrives, she finds that she has been tricked and that she is the only  
guest where she expected to find a house-party.

She prepares to leave at once but the Spaniard throws open a casement  
window to show that the sudden storm which has broken over the moun-  
tains prevents her return to the station. The wind drives the rain through  
the window, ruining the gown which Dorothy Mackaill wears.

Made of the new material known as spun glass velvet, the gown is of  
green. According to its designer, the material has the qualities  
and weighs no more than silk.

The featured players in "The Next Corner" are Conway Tearle, Lon  
Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser.

## You Say "Yes, My Lord," to Every One in This French Province, For They're All Noblemen

Butchers, bakers and candle-stick makers are all noblemen in the  
Basque country.

According to Lon Chaney who plays the role of a Basque valet in Sam  
Wood's latest Paramount production, "The Next Corner," and who visited  
the Basque provinces years ago, the inhabitants all claim to be of noble  
blood and to be equal in birth to the proudest names in Spain.

"No matter how poor a Basque peasant may be," says Mr. Chaney, "he  
carries himself with the air of a lord and is possessed of a pride equal  
to that of Lucifer. The interesting thing about their claims to nobility is  
that they have always been respected. Every Spanish monarch to ascend  
the throne swore to respect their laws and these oaths were always kept.  
At a time when the institutions of Spain were disregarded by the king, those  
of the Basques were kept sacred. As freeholders, the Basques were entitled  
to hold any office so that there seems to be justification to their claim of  
nobility. At any rate it is safer to be exceedingly polite to everyone in the  
Basque provinces."

"The Next Corner" will be shown at the ..... Theatre on .....  
Lon Chaney has a prominent featured role. Others also featured are Con-  
way Tearle, Dorothy Mackaill, Ricardo Cortez and Louise Dresser.

## Dorothy Mackaill Claims That Dark Men Are More Romantic Than Blondes—How Come? Say We

"The world's greatest heroes have been brunettes," declares Dorothy  
Mackaill, the English actress who is herself a blonde.

Cast in a featured role for Sam Wood's latest Paramount production,  
"The Next Corner," Dorothy Mackaill plays opposite Conway Tearle, Lon  
Chaney and Ricardo Cortez. Ricardo Cortez, who plays the role of "Don  
Arturo" is a strikingly handsome example of the Latin type.

"Whenever anyone reads a fortune in a tea-cup, they invariably predict  
a dark, handsome man in the near future," says Miss Mackaill. "You rarely  
hear anything about fair men in history. The day of the fair men seems to  
have passed when the Norsemen fought their way south across Europe and  
sacked Rome. Jack London is a strong upholder of the splendid destiny  
of fair men in 'The Mutiny of the Elsinore' but even he admits that dark  
men are slowly but surely obtaining the ascendancy."

Louise Dresser is also featured in "The Next Corner," which is a pic-  
turalization of the immensely popular novel by Kate Jordan, which comes to  
the ..... Theatre next ..... Remea Radzina, a captivating Russian  
beauty, appears in the supporting cast.

## PANTOMIME

### How Lon Chaney Became a Master of the Art

The magnificent pantomimic art which Lon Chaney uses in his  
characterization of "Serafin" in Sam Wood's newest production for  
Paramount, "The Next Corner," is the result of a training which  
began the day he was born.

Both of Lon Chaney's parents were deaf-mutes. Perfectly nor-  
mal in every other way with particularly bright minds, the father  
and mother taught their children to talk with their hands. In ad-  
dition to the deaf and dumb alphabet, the family developed a language  
of their own whereby they expressed a whole series of thoughts and  
ideas with a few gestures.

Trained from childhood in the art of pantomimic suggestion  
Chaney found his life's work before the motion picture camera. The  
easy facility of gesture which came to him as a result of a lifetime's  
practice soon made him one of the foremost players in the silent  
drama. In addition to his ability to suggest ideas by expression and  
gesture, Chaney soon became noted for the vast variety of facial  
make-ups which he devised. So many were these that few of the  
millions who have seen him on the silver screen have ever seen his  
own features. They know Chaney only as a gifted player who hides  
his true self behind a long procession of character make-ups.

In "The Next Corner," which comes to the ..... Theatre on  
..... he plays for the first time in nine years with practically no

## Don't Pass Up These Reviews

LOCAL editors should be kept well  
supplied with the publicity stor-  
ies appearing on this page just be-  
fore "The Next Corner" opens at  
your theatre. Then on the first day  
send them one, or a couple, of these  
press reviews to run on their amuse-  
ment page. They'll be only too glad  
to get them. Maybe they won't send  
a reviewer to the picture, but the  
public will want to know what it's  
all about—tell them with these.

## Oh, Frenchy! You Had Better See This One!

France, England, Spain and the  
Argentine—what more could you  
want as romantic background for one  
of the finest love dramas seen in these  
parts in many moons?

"The Next Corner," which opened  
at the ..... Theatre yesterday, is  
a Sam Wood production for Para-  
mount. You remember "His Child-  
ren's Children," also directed by  
Mr. Wood? Well, "The Next Cor-  
ner" has it beat seven different ways.  
Take the cast for instance: Conway  
Tearle, Lon Chaney, Dorothy Mac-  
kaill, Ricardo Cortez and Louise  
Dresser are featured—the support,  
too, is great.

Kate Jordan wrote the story—a  
winner as a novel and recently seen  
as a successful play. It's all about  
a young wife, who, with her husband  
away on business in South America,  
gets mixed up with a gay crowd of  
French frolickers—is introduced to a  
fascinating Spanish nobleman, goes  
to his mountain home in the Pyre-  
nees, forgetting herself and duty to  
her husband. The young grandee is  
shot by a peasant whose daughter he  
had wronged. The girl (Dorothy Mac-  
kaill playing Elsie Maury) becomes  
conscious stricken and returns to her  
husband, confessing all and is for-  
given.

The smashing climax is great stuff.

## Sam's Wood's Latest a Gripping Love Melodrama

A big cast and a big story go hand  
in hand in Sam Wood's latest pro-  
duction for Paramount, "The Next  
Corner," which opened at the .....  
Theatre last night.

Conway Tearle, Lon Chaney, Dor-  
othy Mackaill, Ricardo Cortez and  
Louise Dresser are the featured play-  
ers. The story, adapted to the screen  
by Monte M. Katterjohn from the  
novel of the same name by Kate Jor-  
dan, is one with a moral for every  
young married couple—the lesson we  
derived was one of satisfaction with  
our lot in life and—well—discretion.

Miss Mackaill is the wife, Con-  
way Tearle the man and Ricardo Cortez a  
sort of wolf in sheep's clothing who  
leaves not a stone unturned to win Miss  
Mackaill as Elsie Maury. Lon Chaney  
is Don Arturo's (Ricardo Cortez)  
foster brother and major domo, who,  
when Arturo is killed by an enraged  
Basque peasant, believes Elsie to be  
solely to blame and does everything  
in his power to disgrace her in Mau-  
ry's eyes—and we might add here  
that he fails delightfully. Miss Dres-  
ser is a pawn in Don Arturo's hands  
in shaping his ends—a sort of second-  
fiddle.

It has been a long time since we  
enjoyed a picture as we did "The  
Next Corner"—and that's praise in-  
deed, for we're mighty hard to please.

## Paramount Screens Kate Jordan's "The Next Corner"

"The Next Corner."



back. "I had a marvelous time," she bubbled upon her return to the studio. "It's the first time I ever rode a horse, and they all say I did fine. I've wanted to see a ranch ever since I came to this country, and now that I have seen one I hope some day to have one of the snug five or ten-acre places so numerous around Los Angeles, where I can have horses and keep cows and pigs and chickens."

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### Lon Chaney Has Thrown His Make-Up Box Away

For nine years Lon Chaney has been adding to the marvelous collection of appliances he carries about in a box that has grown into a trunk.

Today for the first time since he entered pictures, he is playing a role, where he is just Lon Chaney and recognizable as such to all his friends. As "Serafin" in Sam Wood's latest production for Paramount, "The Next Corner," he has done nothing to his face except use the ordinary powder which is necessary for good photography and give a lengthening touch to the side whiskers. In this way he obtains the slight oddity which distinguishes the race in Northern Spain known as Basques.

Featured with Mr. Chaney in "The Next Corner," which is due at the ..... Theatre next ..... are Conway Tearle, Dorothy Mackaill, Ricardo Cortez and Louise Dresser.

### Louise Dresser Believes She'll Never Get a Rest

Louise Dresser has managed to keep on the hop pretty much of the time at the Paramount West Coast studios these days.

Miss Dresser but a short time ago appeared in Bret Harte's immortal story, "Salomy Jane." This was followed by James Cruze's "Ruggles of Red Gap." Then came another James Cruze production, "To the Ladies," in which she was featured with Edward Horton, Theodore Roberts and Helen Jerome Eddy.

Her latest work is in the Sam Wood production of "The Next Corner," coming to the ..... Theatre on ..... She has a prominent role as featured player with Conway Tearle, Lon Chaney, Dorothy Mackaill and Ricardo Cortez. Kate Jordan is the author of the story, which ran as a serial in a prominent women's publication.

### Arch-Enemy of Lounge Lizards

Despite the fact that he has lived practically all his life in America, Ricardo Cortez has a temperament, which is decidedly continental. He is a tall dreamy-eyed youth, who spends much of his time in the open air. He haunts the beaches and gymnasiums, rides horseback, plays polo and is unusually accomplished in many other of the more or less violent outdoor sports.

His latest screen appearance is in a featured role in Sam Wood's production, "The Next Corner," coming to the ..... Theatre next ..... Conway Tearle, Lon Chaney, Dorothy Mackaill, and Louise Dresser are also featured in the principal roles.

Kate Jordan wrote the novel, of which "The Next Corner" is an adaptation.

### Dead Languages—Bury Them!

"Greek or Latin are no use in motion pictures," says Conway Tearle.

"I had a good classical education," said the popular leading man, who is featured with Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser in Sam Wood's production, "The Next Corner," coming to the ..... Theatre on ..... "On the day I graduated, I wrote and delivered a seven minute speech in Greek. Today I can scarcely remember the Greek alphabet."

of parts for Sam Wood's latest Paramount production, "The Next Corner," which opens a ..... days' run at the ..... Theatre next ..... .

In addition to the unusual number of nationalities represented in the cast, scenes in New York, England, France, Spain and the Argentine Republic, figure prominently in this adaptation of Kate Jordan's famous novel.

The United States is represented by Dorothy Mackaill, who, though British born, has decided upon the good old U. S. A. as the land of her adoption. Conway Tearle, Lon Chaney and Louise Dresser are also Americans. Ricardo Cortez, Spanish born, takes the role matching his own nationality, that of a young Spanish nobleman. All the aforementioned appear in featured roles in the production.

Australia is represented in the cast by Dorothy Cumming. She is seen as the erstwhile favorite of a Spanish nobleman, a beau of Paris, who uses her to hoodwink the fascinating American with whom he is madly in love.

A typically continental type is introduced in the picture in the person of Remea Radzina, who was born in Moscow, Russia. She is cast as a countess, whose chateau near the French capital is the scene of ultra-fashionable gatherings.

The cast, though exceptional, is only in keeping with the greatness of the production, which was adapted to the screen by Monte M. Katterjohn.

### Conway Tearle a Business Man; It Is Said That He Has Quite a "Rep" as a Realtor

Conway Tearle, contrary to the general opinion in which actor folk are held, is most methodical and in addition to this a very good business man.

Local real estate agents have been literally running him to death lately with offers for his property, and they will not take no for an answer. But the actor says he is going to hang on to the place and some time or other build an apartment on the site.

Mr. Tearle shares honors with Ricardo Cortez in the principal roles of the Sam Wood Paramount production, "The Next Corner," coming to the ..... Theatre for a run of ..... days on ..... next. Dorothy Mackaill, Lon Chaney and Louise Dresser are also featured members of the cast.

### BELIEVE IT OR NOT!

#### Absence Does Not Make the Heart Grow Fonder

Absence does not make the heart grow fonder, according to Dorothy Mackaill, featured player with Conway Tearle, Lon Chaney, Ricardo Cortez and Louise Dresser in the Paramount picture, "The Next Corner," which is coming to the ..... Theatre on ..... next.

"Up to a certain point, that may be true," says the former musical comedy beauty, "but beyond a certain point absence makes the heart grow colder. The sound of the voice is forgotten, the features grow dim and the sense of intimacy fades. What was once a vital necessity becomes a memory. We make other friends and form other habits."

In "The Next Corner," Miss Mackaill plays the role of a wife, who is left for three years alone in Paris by her husband, who is engaged in engineering work in the Argentine. Gradually the memory of her husband fades and she forms another attachment. They correspond regularly but the excitement and diverse entertainments of Paris are more powerful than the letters and she unconsciously permits her husband's memory to pass out of her heart.

"I think that is a far more likely thing to happen than that she would grow to love him more," says Miss Mackaill. "I have read many books where such an absence tends to draw two people closer together, but it always seemed to me untrue to life."

"The Next Corner" is from the book and the play of the same name by Kate Jordan.

### Sam Wood Describes Picture "Atmosphere"

What is motion picture "atmosphere?"

"The most important thing in transferring a story to the screen," says Sam Wood, whose latest Paramount production, "The Next Corner," will open at the ..... Theatre on ..... .

"Motion picture atmosphere is simply the getting together of people and properties which will definitely get over the location in which a certain scene takes place. If the atmosphere is correct, half the battle is won. Securing the proper atmosphere does not mean getting something

which makes the scene completely American or definitely French. Atmosphere is capable of a million variations. In "The Next Corner," we have seven different kinds of atmosphere in Paris alone and from there the action moves to Spain, New York and then to the Argentine.

Among the minor players who take part in this picture to create atmosphere, are hotel attendants, taxi-drivers, postmen, manicurists, Spanish coach-drivers, Argentine herdsmen, New York street waifs and hosts of others.

Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser are featured in the principal roles.

### Care of Detail—That's the Thing

To take the word of Louise Dresser, featured in Sam Wood's Paramount production of "The Next Corner," coming to the ..... Theatre next ..... , there is no such thing as a most important article in a well-dressed woman's toilette.

"A slightly turned heel will spoil the effect of a perfect gown," Miss Dresser goes on to say. "A frayed glove negatives a smart hat. Too much powder or carelessness in using rouge will spoil the work of milliners and costumers. Women who earn the reputation of being well dressed are careful about every point. Care in detail is the chief thing. The whole will take care of itself.

Others featured in the cast of "The Next Corner," which will be shown at the ..... Theatre next ..... , include, Conway Tearle, Lon Chaney, Dorothy Mackaill and Ricardo Cortez. Kate Jordan is the author of the story and play of which the picture is an adaptation.

### Robert Maury, Lit. B. (?)

Because Robert Maury, who is following his profession of engineer in South America, depends upon telegrams and letters to retain his wife's affection, he is contemptuously dismissed by Don Arturo, who seeks to supplant him in Sam Wood's new Paramount production, "The Next Corner," with "The man is made of little bits of paper"—a man of letters you might call him.

Conway Tearle plays the role of the engineer, while that of the picturesque Don Arturo, a Spanish nobleman, falls the lot of Ricardo Cortez. Dorothy Mackaill is the wife. This trio is featured with Lon Chaney and Louise Dresser in the picture, which will be shown at the ..... Theatre on ..... next.

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In "The Next Corner," which comes to the ..... Theatre on ..... , Miss Mackaill transforms herself from a young American girl, adorned by paints or powder, into a woman of the ultra-fashionable Parisian type. In the most complete modern make-up which has ever been shown on the screen.

Featured with Miss Mackaill in the principal production are Conway Tearle, Lon Chaney, Ricardo Cortez and Louise Dresser.

### The World's Greatest Lovers All Tragic Characters

"The World's greatest lovers were all tragic characters," says Ricardo Cortez who plays the role of a romantic Spaniard in Sam Wood's latest Paramount production, "The Next Corner."

"It is no trouble to hunt for them, and that the greater number of unhappy lives," says Cortez. "A final conclusion from that would be that it is unlucky to be in love."

"Just for a few examples, you might mention Romeo, an Italian; Othello, a Moor; Cleopatra, an Egyptian; Werther, a German; Byron, the English poet; Burns, the Scotch poet; Cyrano de Bergerac, Rostand's tragic hero, a Frenchman, and the unhappy king of Spain whose loves led to the conquest of his country by the Arabs."

In "The Next Corner," Cortez plays the role of a Spanish don whose successive loves eventually lead to his death.

Featured in the picture which will open at the ..... Theatre next ..... , are Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser.

### Trust to Luck! Take a Chance! Be a Gambler!

Trust to Luck! Be a gambler!

This, the advice a mother gives her daughter in the Sam Wood Paramount production of "The Next Corner," coming to the ..... Theatre on ..... , is exactly what the director did not do. Instead of relying on fickle fate, plans for the picture were worked out with extraordinary care.

Conway Tearle, in a leading masculine role, has the part of Robert Maury, globe-trotting mining man who leaves his wife to the destinies of Paris for three years.

Dorothy Mackaill, as the wife, beauty who is making her debut in the production

appearances in stage and screen plays east, is the wife.

Lon Chaney, renowned delineator of unusual types, has a leading part in the character of "Serafin," intriguing foster brother of Don Arturo, a Spanish Apollo who plays upon the hearts of women and pays dearly. All three are featured.

Others in the cast of this highly exotic modern screen drama, which includes in its locale action taking place in Paris, the Pyrenees of Spain, and Venezuela, are Louise Dresser, Ricardo Cortez, both featured, and Remea Radzina.

### Hark! Ye Interior Decorators!

The Sam Wood Paramount production of "The Next Corner," will suggest a new scheme for the arrangement and decoration of the American home, according to the director.

One of the sets used represents the mountain house of a Spanish nobleman situated in the Pyrenees. It is reproduced from a style which was very popular in northern Spain several centuries ago. Owing to the solidity of the walls, these houses have remained almost intact. Fitted with modern conveniences, they are ideally adapted to American necessities.

In "The Next Corner" to be shown next ..... at the ..... Theatre, scenes are shown which give excellent ideas of both interior and exterior arrangements. The living room, upon which so much depends, is shown in its entirety.

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Wood's latest Paramount production, "The Next Corner," and who visited the Basque provinces years ago, the inhabitants all claim to be of noble blood and to be equal in birth to the proudest names in Spain.

"No matter how poor a Basque peasant may be," says Mr. Chaney, "he carries himself with the air of a lord and is possessed of a pride equal to that of Lucifer. The interesting thing about their claims to nobility is that they have always been respected. Every Spanish monarch to ascend the throne swore to respect their laws and these oaths were always kept. At a time when the institutions of Spain were disregarded by the king, those of the Basques were kept sacred. As freeholders, the Basques were entitled to hold any office so that there seems to be justification to their claim of nobility. At any rate it is safer to be exceedingly polite to everyone in the Basque provinces."

"The Next Corner" will be shown at the . . . . . Theatre on . . . . . Lon Chaney has a prominent featured role. Others also featured are Conway Tearle, Dorothy Mackaill, Ricardo Cortez and Louise Dresser.

**Dorothy Mackaill Claims That Dark Men Are More Romantic Than Blondes—How Come? Say We**

"The world's greatest heroes have been brunettes," declares Dorothy Mackaill, the English actress who is herself a blonde.

Cast in a featured role for Sam Wood's latest Paramount production, "The Next Corner," Dorothy Mackaill plays opposite Conway Tearle, Lon Chaney and Ricardo Cortez. Ricardo Cortez, who plays the role of "Don Arturo" is a strikingly handsome example of the Latin type.

"Whenever anyone reads a fortune in a tea-cup, they invariably predict a dark, handsome man in the near future," says Miss Mackaill. "You rarely hear anything about fair men in history. The day of the fair men seems to have passed when the Norsemen fought their way south across Europe and sacked Rome. Jack London is a strong upholder of the splendid destiny of fair men in 'The Mutiny of the Elsinore' but even he admits that dark men are slowly but surely obtaining the ascendancy."

Louise Dresser is also featured in "The Next Corner," which is a picturization of the immensely popular novel by Kate Jordan, which comes to the . . . . . Theatre next . . . . . Remea Radzina, a captivating Russian beauty, appears in the supporting cast.

**PANTOMIME**

**How Lon Chaney Became a Master of the Art**

The magnificent pantomimic art which Lon Chaney uses in his characterization of "Serafin" in Sam Wood's newest production for Paramount, "The Next Corner," is the result of a training which began the day he was born.

Both of Lon Chaney's parents were deaf-mutes. Perfectly normal in every other way with particularly bright minds, the father and mother taught their children to talk with their hands. In addition to the deaf and dumb alphabet, the family developed a language of their own whereby they expressed a whole series of thoughts and ideas with a few gestures.

Trained from childhood in the art of pantomimic suggestion Chaney found his life's work before the motion picture camera. The easy facility of gesture which came to him as a result of a lifetime's practice soon made him one of the foremost players in the silent drama. In addition to his ability to suggest ideas by expression and gesture, Chaney soon became noted for the vast variety of facial make-ups which he devised. So many were these that few of the millions who have seen him on the silver screen have ever seen his own features. They know Chaney only as a gifted player who hides his true self behind a long procession of character make-ups.

In "The Next Corner," which comes to the . . . . . Theatre on . . . . . he plays for the first time in nine years with practically no make-up. Featured in this picture are Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser.

**The Silent Director of the Silent Drama**

Sam Wood is the silent director of the silent drama!

The Paramount producer, whose latest achievement, "The Next Corner," a picturization of Kate Jordan's novel, comes to the . . . . . Theatre next . . . . . to remain for . . . . . days, works in almost total silence. He uses neither megaphone nor whistle. Seated immediately under the camera, he directs his players in a voice which is never lifted above a conversational tone.

The set on which Sam Wood is working is always the quietest in the studio. Electricians, property men, camera men and attendants have learned the habit of silence from their director. Voices are never raised. Usually it is necessary to shout to the electrician at the switches when the huge flood lights and spot lights are required. On Sam Wood's set a tiny electric bell is installed beside the switches. The camera man presses a button when he is ready for lights which come on without the usual series of sing-song calls passing from one man to another "light 'em all" or "flash 'em all." A visitor, passing along the back of a Sam Wood set, would never know that anyone was working there.

Before the production of a picture "The Next Corner" for example, the producer gathers his players about him and describes the spirit of the particular scene to be made with careful emphasis. When actual filming begins, the players are so thoroughly imbued with the feelings of the characters that they require very little direction.

Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser are the featured players in the production.

**A World Tour for Thirty Cents**

Touching four countries and dealing with three continents, the story told by Sam Wood's latest Paramount production, "The Next Corner," is so closely knit by dramatic action that the spectator is scarcely conscious of traveling over thousands of miles of sea and land.

The story opens in France. In turn it deals with the Argentine, Spain and the United States, returning once more to France. In its picture form, "The Next Corner" offers an elaboration of both book and stage production by Kate Jordan.

The picture deals with the situation which arises when a man and his wife, devoted to each other, are separated by the necessities of the husband's profession. Robert Maury, portrayed by Conway Tearle, goes to the Argentine for three years. He leaves his young wife, Elsie, played by Dorothy Mackaill, in a setting which she herself selects, the city of Paris.

Ricardo Cortez, in a heavy role, Lon Chaney, as you've always wanted to see him—without make-up, and Louise Dresser complete the featured players in the cast of the picture which will be the feature at the . . . . . Theatre, opening . . . . . next.

tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser are featured—the support, too, is great.

Kate Jordan wrote the story—a winner as a novel and recently seen as a successful play. It's all about a young wife, who, with her husband away on business in South America, gets mixed up with a gay crowd of French frolickers—is introduced to a fascinating Spanish nobleman, goes to his mountain home in the Pyrenees, forgetting herself and duty to her husband. The young grandee is shot by a peasant whose daughter he had wronged. The girl (Dorothy Mackaill playing Elsie Maury) becomes conscious stricken and returns to her husband, confessing all and is forgiven.

The smashing climax is great stuff.

**Sam's Wood's Latest a Gripping Love Melodrama**

A big cast and a big story go hand in hand in Sam Wood's latest production for Paramount, "The Next Corner," which opened at the . . . . . Theatre last night.

Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser are the featured players. The story, adapted to the screen by Monte M. Katterjohn from the novel of the same name by Kate Jordan, is one with a moral for every young married couple—the lesson we derived was one of satisfaction with our lot in life and—well—discretion.

Miss Mackaill is the wife, Conway Tearle the man and Ricardo Cortez a sort of wolf in sheep's clothing who leaves not a stone unturned to win Miss Mackaill as Elsie Maury. Lon Chaney is Don Arturo's (Ricardo Cortez) foster brother and major domo, who, when Arturo is killed by an enraged Basque peasant, believes Elsie to be solely to blame and does everything in his power to disgrace her in Maury's eyes—and we might add here that he fails delightfully. Miss Dresser is a pawn in Don Arturo's hands in shaping his ends—a sort of second-fiddle.

It has been a long time since we enjoyed a picture as we did "The Next Corner"—and that's praise indeed, for we're mighty hard to please.

**Paramount Screens Kate Jordan's "The Next Corner"**

"The Next Corner."

This bare statement might mean anything—directions to a street car conductor—where you said you'd meet the wife—anything in fact, but it doesn't. It's a Paramount picture which opened at the . . . . . Theatre yesterday—a Sam Wood production, featuring Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser.

It's a story of every woman—her happiness and her husband. We name him last because he is the last person Elsie Maury thinks of in the mad whirl of Parisian night life in this production. He's away in the Argentine—she, left behind, is having the time of her young life when—but we know you'd rather see the picture for yourself. It's a really worth-while production.

**Novel—Play—Now a Picture**

An exceptionally popular novel, a successful stage play and now a Sam Wood production for Paramount—"The Next Corner," by Kate Jordan, which was shown for the first time at the . . . . . Theatre last night. Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser are featured.

Perhaps you have read the novel or seen the play? But the screen version is ever so much more interesting. The word-pictures of the story are realities on the screen. It is a scene-for-scene adaptation of the most finished work the author has done to date. It appeals to all classes and has a lesson to unfold to all.

**Final Showings Today**

The final showings of the Sam Wood Paramount production of Kate Jordan's "The Next Corner," which has been the feature at the . . . . . Theatre for the past week, will be held there this afternoon and evening. Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez and Louise Dresser are featured.

Here's your last chance.





# "The Next Corner"

## USE THIS MATERIAL AND CORNER

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Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



SET OF EIGHT COLORED LOBBY CARDS

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**NOTE:** The prices quoted below are base prices only. The more advertising you buy, the less the individual advertising costs. Get the **QUANTITY PRICE SCHEDULE** from your Exchange. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

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One Sheet (1A and 1B).....	.15	Two Column.....	.10
Three Sheet (3A and 3B).....	.45	Supplementary (Two Column) (Adv. Only)...	.10
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22 x 28 (Colored).....	.40	GILT-EDGED FRAMES (Size 17 x 43 in.)...	1.50
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ADVERTISING CUTS		Window Card.....	.07
One Column.....	.35	Announcement Slide.....	.15
Two Column.....	.65	Publicity Photos, Each.....	.10
Supplementary (Two Column).....	.25	Trailers—National Screen Service, 126 W. 46th St., New York City 845 So. Wabash Ave., Chicago, Ill.	

Press Books and Music Cues are gratis.



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Here are snappy, artistic posters—the kind a big special production merits. Use them.





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# MATERIAL AND CORNER THE CROWDS

"If It's Worth Running, It's Worth Advertising"



## It's Colored INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



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es, etc., the prices  
n your Exchange.

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## WINDOW CARD

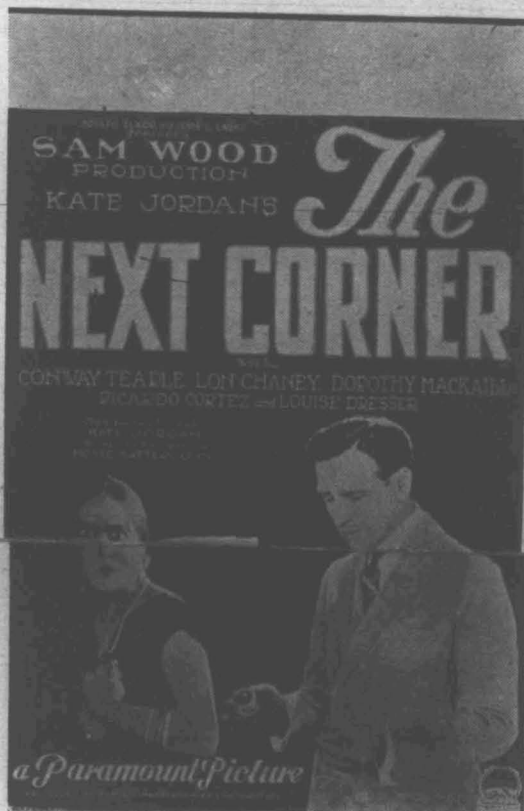
On the right is a reproduction of the window card on "The Next Corner."

The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece—less in large quantities—you'll surely want a lot of them to distribute in your local stores.



COLORED LOBBY PHOTOS—EACH 11" x 14"



## With Posters

Nobody with eyes can miss the appeal of these posters. They are winners. And cost little.







SET OF EIGHT COLORED LOBBY CARDS

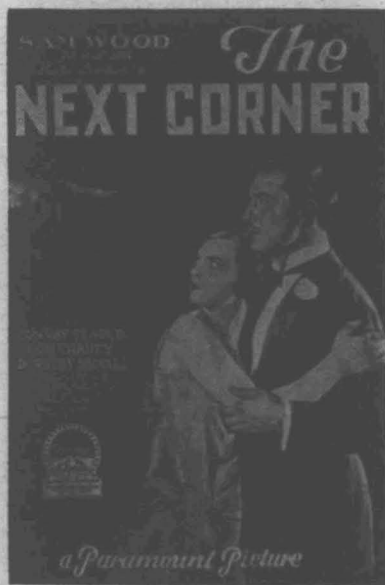
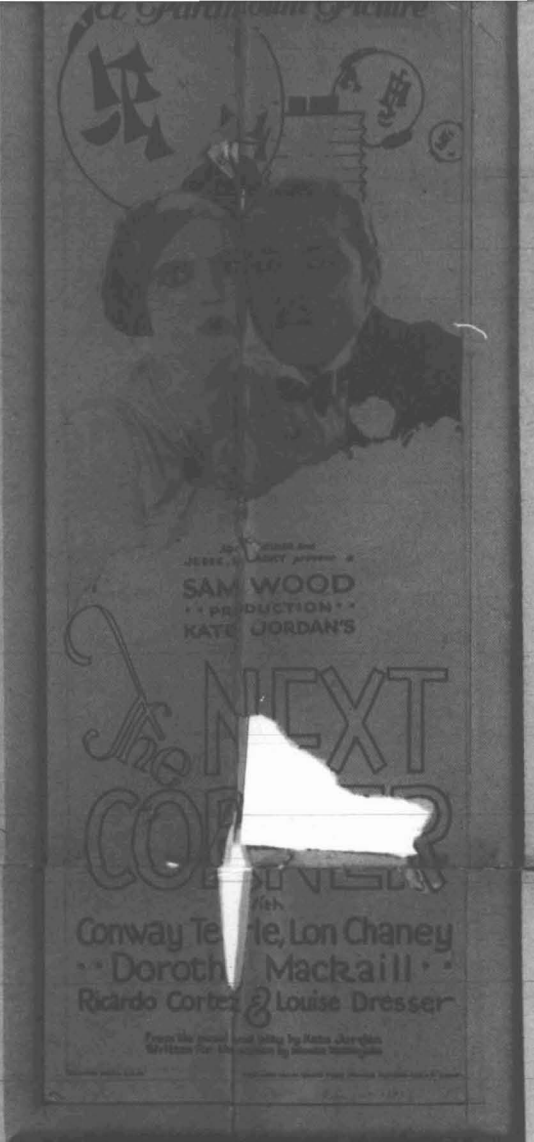
## Price List for Advertising Material

All these advertising aids can be secured from your exchange. Send list of what you want, with check or money order.

**NOTE:** The prices quoted below are base prices only. The more advertising you buy, the less the individual advertising costs. Get the **QUANTITY PRICE SCHEDULE** from your Exchange. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING		MATS, ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)			
One Sheet (1A and 1B)	.15	One Column	.05
Three Sheet (3A and 3B)	.45	Two Column	.10
Six Sheet (6A)	.75	Supplementary (Two Column) (Adv. Only)	.10
Twenty-four Sheet (24A)	2.40	Three Column (Adv. Only)	.15
		Four Column (Adv. Only)	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored)	.40	GILT-EDGED FRAMES (Size 17 x 43 in.)	1.50
11 x 14 Set of Eight (Colored)	.80	Insert Cards (14 x 36 in. to fit above)	.25
FOR NEWSPAPER ADS		Heralds, per thousand	3.00
ADVERTISING CUTS		Window Card	.07
One Column	.35	Announcement Slide	.15
Two Column	.65	Publicity Photos, Each	.10
Supplementary (Two Column)	.25	Trailers—National Screen Service, 126 W. 46th St., New York City 845 So. Wabash Ave., Chicago, Ill.	

Press Books and Music Cues are gratis.



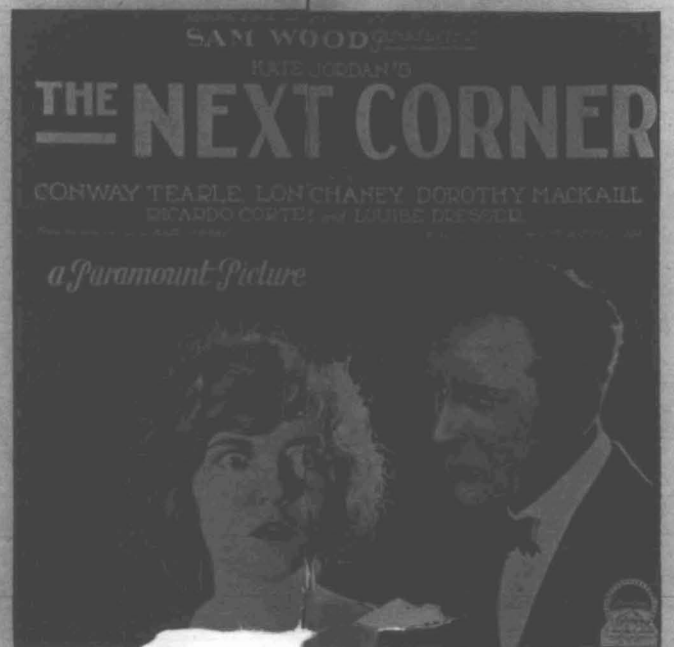
One-Sheet Poster 1A

## Put It Over

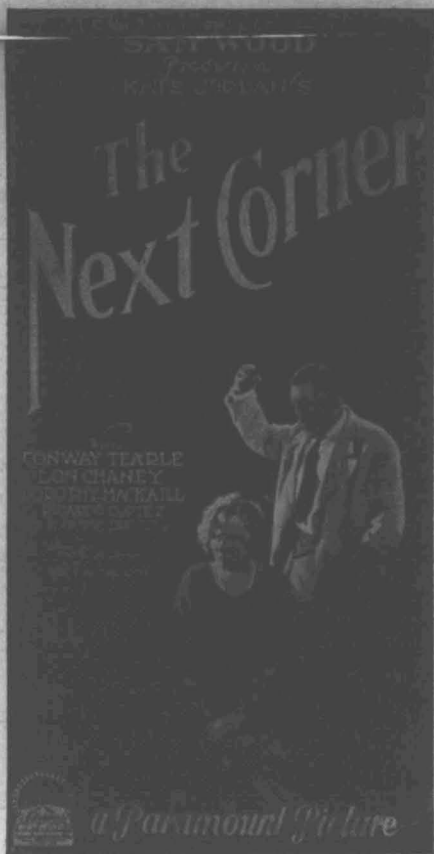
Here are snappy, artistic posters—the kind a big special production merits. Use them.



Colored Lobby Card (22" x 28")



Six-Sheet Poster 6A



Three-Sheet Poster 3A



Twenty-four Sheet Poster 24A



## Material

Send list of what

advertising you  
ICE SCHEDULE  
es, etc., the prices  
your Exchange.

DUCTION, ETC.

.....05  
.....10  
(Adv. Only)...10  
.....15  
.....25

LOITATION

17 x 43 in.)... 1.50  
(above)... .25  
..... 3.00  
..... .07  
..... .15  
..... .10

vice,  
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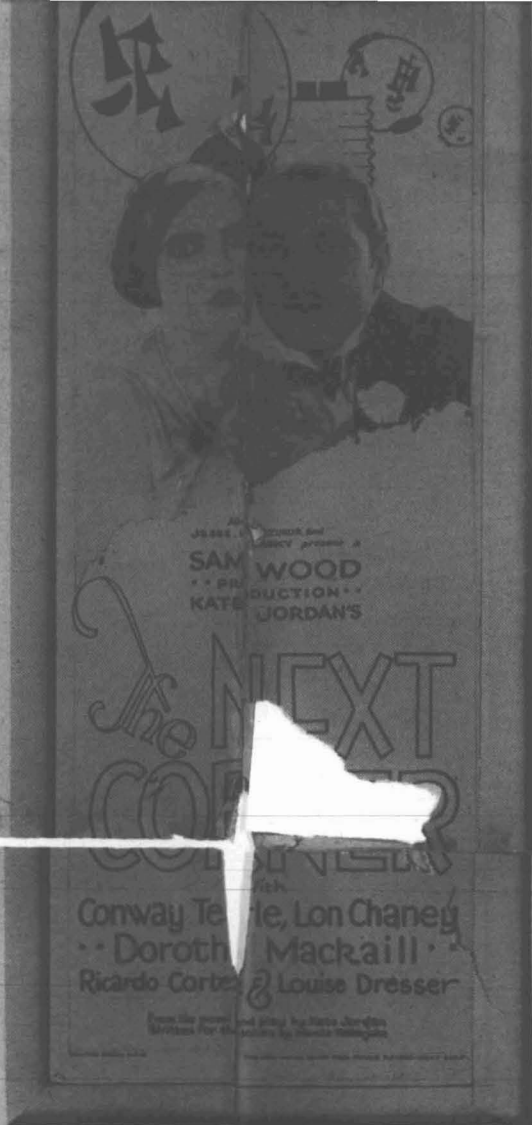
## ver

—the kind a  
Use them.

ate Jordan's  
RNER  
ay Tearle  
Chaney  
Dorothy Mackaill  
Ricardo Cortez  
Louise Dresser



29")



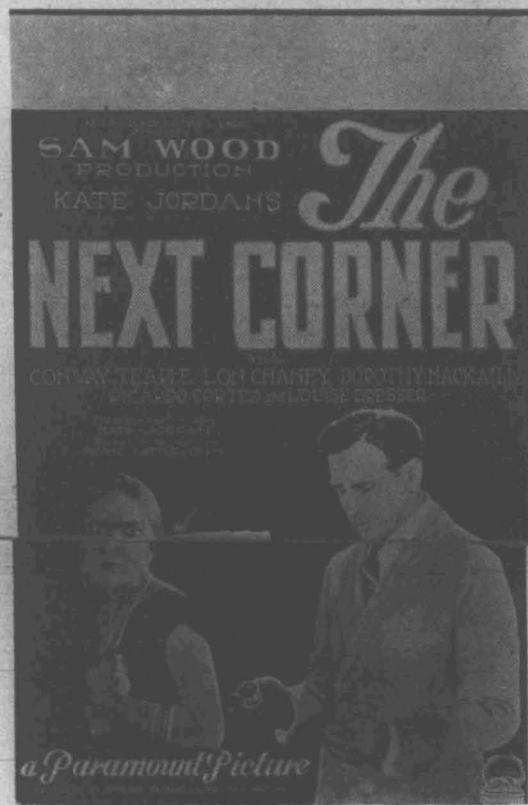
COLORED LOBBY PHOTOS—EACH 11" x 14"

## WINDOW CARD

On the right is a reproduction of the window card on "The Next Corner."

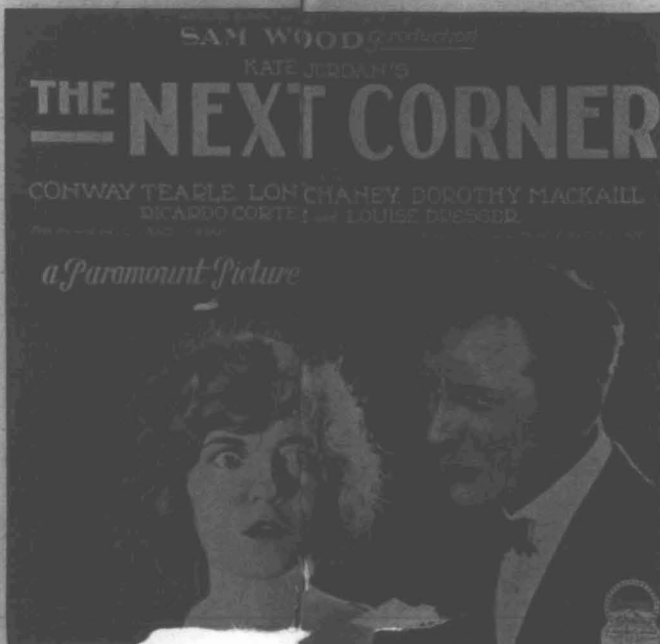
The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece—less in large quantities—you'll surely want a lot of them to distribute in your local stores.

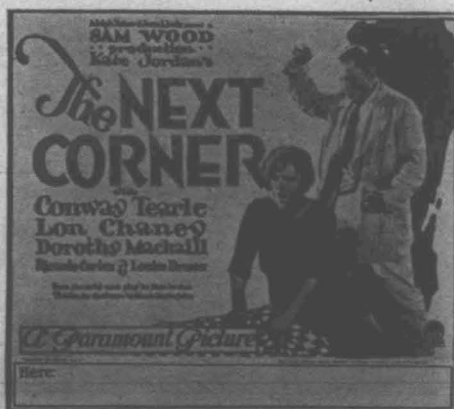


## With Posters

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Six-Sheet Poster 6A



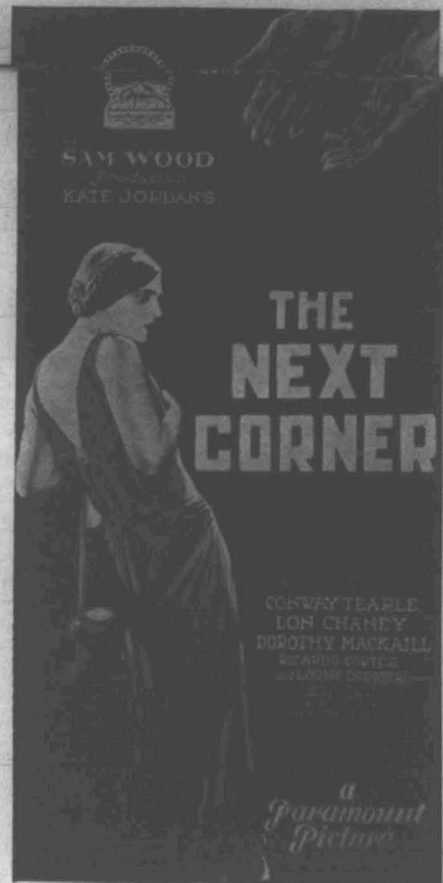
Announcement Slide



One-Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three-Sheet Poster 3B



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The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

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